

\*Substitute Specification\*

ABSTRACT OF THE DISCLOSURE

The advertising panel is to display an advertising message and to diffuse a scent which is associated with the contents of the visually-displayed message. The inventive panel includes a parallelepiped volume containing: an assembly which is used to display an advertising message that is disposed opposite a display window, and at least one scent diffuser which is connected to a scent-diffusing element which is in turn installed opposite an opening in the panel, such as to diffuse a scented flow to the exterior. The diffusing element is connected to the head of the scent diffuser, thereby ensuring that a carrier gas is mixed with the scented fluid contained in the receptacle. The scented flow obtained at the outlet of the head is pulsed towards the diffusing element and, subsequently, to the exterior of the panel.